

OWN

76.9% of *SPORT FISHING* readers OWN a boat

Average total number of boats ever owned **4.5**

Average number of boats currently owned **1.4**

LARGEST BOAT

Currently owned

Length

20' and under	29.2%
21' – 25'	32.0%
26' – 30'	20.4%
31' – 40'	13.6%
41' or over	4.9%

Mean: 25'

Median: 24'

Price

Mean: \$69,699

Median: \$30,000

Type

Center Console	34.6%
Walkaround	25.6%
Express	8.1%
Convertible	7.6%
Bay	2.8%
Flats	2.4%
Skiff	2.4%
Dual Console	1.4%
Catamaran	.9%

Source: 2004 Clear Research Subscriber Survey

PURCHASE PLAN

**31.4% of *SPORT FISHING* readers
PLAN TO BUY a boat in the next 24 months**

Power	Outboard	67.1%
	Inboard (Gas/Diesel)	22.0%
	Not Sure	11.0%
	Sterndrive	N/A

Length	20' and under	18.3%
	21' – 25'	26.8%
	26' – 30'	30.5%
	31' – 40'	20.7%
	41' and over	3.7%
	Mean: 27.2'	
Median: 27'		

Price ESTIMATED TO SPEND	Less than \$30,000	35.8%
	\$30,000 - \$49,999	14.8%
	\$50,000 - \$99,999	21.0%
	\$100,000 and more	28.4%
	Mean: \$110,400	
Median: \$49,200		

Type of Boat	Walkaround/Cuddy	36.7%
	Center Console	20.2%
	Express	11.4%
	Convertible	10.1%
	Bay	6.3%
	Dual Console	5.1%
	Catamaran	5.1%
	Flats	5.1%

Source: 2004 Clear Research Subscriber Survey